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Author:
Farrar, Gilbert Powderly

Title:
Advertising, what it is, who uses it, those who...

Place:
Scranton

Date:
[1924]

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MASTER NEGATIVE #

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BUSINESS
253
F242 Farrar, Gilbert Powderly, 1886-
Advertising, what it is, who uses it, those who make it, a lecture by Gilbert P. Farrar ... written especially for International correspondence schools ... Scranton, International textbook company [c1924]
cover-title, 14 p. 19½ cm.

RESTRICTIONS ON USE:

TECHNICAL MICROFORM DATA

FILM SIZE: 35mm REDUCTION RATIO: 9:1 IMAGE PLACEMENT: IA (IIA) IB IIB

DATE FILMED: 6-16-94 INITIALS: KLB

TRACKING # : MSH 01418

FILMED BY PRESERVATION RESOURCES, BETHLEHEM, PA.

PM-MGP 13″x18″
METRIC GENERAL PURPOSE TARGET
PHOTOGRAPHIC

150 mm

100 mm

A4

A5

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1.25

1.4

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ABCDEFGHIJKLMNOPQRSTUVWXYZ
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1.0 mm

1.5 mm

2.0 mm

2.5 mm

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ADVERTISING...

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ADVERTISING

WHAT IT IS WHO USES IT
THOSE WHO MAKE IT

A LECTURE

By

GILBERT P. FARRAR

LECTURER, NEW YORK UNIVERSITY; MEMBER,
NEW YORK UNIVERSITY BUREAU OF
BUSINESS RESEARCH

WRITTEN ESPECIALLY FOR
INTERNATIONAL
CORRESPONDENCE SCHOOLS

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ADVERTISING

WHAT IT IS—WHO USES IT—THOSE WHO MAKE IT

By GILBERT P. FARRAR

LECTURER, NEW YORK UNIVERSITY; MEMBER, NEW YORK UNIVERSITY BUREAU OF BUSINESS RESEARCH

Advertising is not a miracle, a cure all, a game, or an expense. Advertising is rightfully a part of the cost of conducting any business. Every manufacturer and every merchant must count selling costs as a part of the total cost of doing business. Advertising is a part of the selling cost of a product, a group of products, or a service. The use of advertisements—sales-making information—is the most economical form of making the merits of a product or service known to all possible prospects.

When a local merchant pays $800 for a large advertisement in a newspaper that has a circulation of about 80,000 copies, or an estimated number of 400,000 readers, that merchant is placing his sales story before five readers for one cent. He is not merely paying $800 for an advertisement—he is reaching five readers for every cent he spends.

Not every reader of a newspaper will read or see every advertisement in the paper, but an advertisement of one-quarter of a page, or larger, in size will be seen by at least one in every five readers. So, the merchant would then pay one cent per actual reader for his message.

Can he tell his sales story by a cheaper method?

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Dec. 30, 1929 DA/HEC

Business
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ADVERTISING

WHAT IT IS—WHO USES IT—THOSE WHO MAKE IT

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Yes! Satisfied customers will advertise the merchant or manufacturer free of charge. But, word-of-mouth advertising, while good, is slow, and often a new business will fail before enough possible buyers know what the merchant or manufacturer has to sell.

Newspaper advertising is only one of a dozen forms of modern advertising, all of which are a great deal more economical than any other known method of profitably making known the merits of a product or service.

Not all advertisements are successful; because the successful making and using of advertisements is a highly organized business, that requires the services of specially trained men and women that base all their conclusions on merchandising facts.

A successful advertisement is based on a sound business policy; it is prepared in accordance with the known facts about the product, the prospect, and about advertisement construction, that are related to the fixed policy; and then it is placed in a position where it will be seen by the greatest number of persons to whom the fixed policy will be of benefit.

Successful advertising, therefore, is a matter of policy, preparation, and position. Underlying all of these is the matter of a correct merchandising analysis. Advertisers are coming more and more to make very careful analyses.

When a manufacturer makes but one article, and that one article is used by only a limited class, then his problem is simple.

Let's say this one article is lathe chucks. Then, in addition to a catalog of sizes and styles (which catalog is a kind of advertising), the manufacturer of the lathe chucks decides on the points of merit in which his product excels, prepares his advertisements, or has them prepared, to bring out these points, and then contracts for space in trade publications that are read by men who use and buy lathe chucks.

This manufacturer can amplify these advertisements by sending printed folders and letters to a list of machinery users, machine shops, and others. But he does not need to advertise to the general public, because he has a special article, for a special purpose, to be used by a special class.

Such a manufacturer can make much more money when his plant operates at capacity than when it does not. So, his advertising is a cost of making sales, just as though he hired extra salesmen.

A Milwaukee manufacturer, who makes a special article for a special trade, states that his advertising to this special trade, in the form of folders and letters, is looked upon as an assistant salesman helping the other salesmen, and getting direct orders as well. This manufacturer figures that his "advertising-salesman" will cost him what he would have to pay a good salesman. Then he distributes the cost over the year and uses one-twelfth each month.

For several years, this manufacturer has received at least 50 per cent. more orders direct from the list of names his folders and letters are mailed to than from any one of his best salesmen—and also the results of the efforts of all of his salesmen have been increased.

A National market is made up of many local markets, and a general advertising campaign reaching all classes often uses all the various forms of advertising.

Advertising creates a market; but good business judgment and a knowledge of merchandising are necessary to open up the roads to the market in order that the advertiser may reap the full rewards of the advertising. To advertise without having opened the trade channels is to invite disaster.

A certain manufacturer in New York City makes a grocery product that has many distinct advantages over any similar product. What plan shall he use for selling it and how shall the plan be developed?

The first question is: What advantages appeal most to the women who will buy the product from their grocery or delicatessen store?

To find the answer, samples of the product are given to women in various localities in Greater New York City, as well as in some cities in the New England States. These women are asked to answer a number of questions.

The result of the questions proves that economy is the biggest feature, quality is the second best feature, and convenience is the third best feature.

So, advertisements are prepared which feature the packages, the trade-name, and the fact that these goods are more economical, are of better quality, and save time as well as money.

The first advertising is done in the local New York City newspapers; but this is not done until there has been mailed to every jobber and retailer the printed advertising, which tells about the new product, shows copies of the advertisement, and then shows pictures of the signs and displays that the retailer gets with a certain number of cases of goods.

The store and window signs are for the retailer to use, to let the people who pass by or come into his store know that he sells the article advertised in the newspapers.

As many as possible of the retailers and jobbers are stocked with the goods before the advertising begins to appear. This is done by having a specially trained squad of salesmen call on the retailers after the announcement of sales plans and advertising has been sent out. This work is continued while the initial advertising is appearing.

At the same time, the jobbers are stocked and the jobbers' salesmen are just as carefully instructed as was the squad of specially trained introducing salesmen. All orders taken by the introducing salesmen are shipped through the jobbers as fast as the jobbers are "sold" on the proposition.

If the competing article, or articles, is strongly intrenched in a certain market, it may be necessary to use street-car advertising, as well as outdoor posters on the local billboards, to create an irresistible demand for the article and really force the local retailers to stock the article advertised or lose sales.

Some manufacturers introduce an article by using street-car advertising only, or lithographed posters only, or newspaper advertising only. Then there are some manufacturers that use all of these forms of advertising.

But whether the manufacturer uses only one form or more forms of localized advertising, the manufacturer will always furnish the retailer with some kind of window or store sign that will help the sales of the product to those that pass or frequent the retailer's store.

Window signs, store signs, and even the package itself, are just as much advertising mediums as are outdoor bulletins,

newspapers, general magazines, trade magazines, or street-car cards. Any one kind of advertising may be sufficient to establish a market large enough to take the output of the factory, or it may be necessary to use as many different kinds of advertising as the advertising appropriation will permit.

In the case of the grocery product previously referred to, the demand was created by the use of newspaper advertising, attractive packages and store signs, and intelligent cooperation with the jobbers' salesmen covering the territory desired.

When the new product was well introduced in the New York City territory, the same large advertisements, and the same plans were used in other cities.

After the initial sales and advertising work is done and distribution secured in a city, smaller advertisements are used at less frequent intervals, in order to keep the product in the minds of possible consumers and gradually to get 100 per cent. distribution.

When a full and profitable distribution is secured, some manufacturers use smaller newspaper advertisements to hold the local markets, and some other manufacturers use street-car cards to hold the local markets after they have been won.

Markets must be held as well as won. The average person has a very short memory, and the competitor's advertising and sales methods are always seeking the market of any product.

The local merchant with one or more stores advertises regularly in his local newspaper, and the more consistently he advertises, the greater is the good-will of his townspeople toward his store. If the local merchant stops advertising, the readers of the local newspaper feel that this merchant is going out of business. John Wanamaker has been quoted as saying that advertising was no business for a quitter.

There is something new to tell about any store every day —some information that is news and has a sales value for the store.

The daily life of the average American is so complex and there are so many really personal and important things to do, that the average man cannot always remember his wife's birthday, and the average woman forgets the day of the week. How, then, can a manufacturer or a local merchant expect a

prospect to remember the name and features of an article or service without regular reminder advertisements when there are so many other things to think about?

A national market is nothing more nor less than a great many local markets combined. These local markets are developed as fast as men, money, and materials can be marshalled and used—a city, or group of cities, at a time; a state, or group of states, at a time—until distribution has been secured throughout the larger part of the United States. Then, the manufacturer has a national market, and in addition to a small amount of local advertising the manufacturer is ready to do national advertising.

If the article is one of general use by both sexes and all classes, then the magazines that make a general appeal are the ones in which the manufacturer places his sales story. If the product is used or bought more by women than by men, those magazines which are used by women almost exclusively are used to carry the sales-making information—the advertising.

The nation-wide advertising can be amplified by the use of painted outdoor bulletins, lithographed posters, electric signs, road signs, etc., as well as store signs, window displays, booklets and folders, for the use of local retailers.

When some manufacturers reach the stage of doing consistent, year-in and year-out national advertising they do less and less advertising in local newspapers. They depend on their national advertising and intelligent cooperation with the various jobbers and retailers to hold the national market.

Even with a very complete national advertising campaign in force, it will often develop that certain territories are not producing the volume of orders that should be forthcoming. Then a list of newspapers that cover this territory is made up and a series of advertisements is run in these papers.

Nearly all advertising campaigns are made up with an allowance for a contingent emergency fund, to be used for newspapers, street-car cards, or outdoor signs, in territories where sales for the product are hard to make.

While the use of the ordinary trade channels of the jobber and local retailer is to be strongly advised for securing full

distribution, a national advertising campaign can be conducted without using the local retail store as an outlet and without using the jobber as a middleman. Yet this necessitates handling more accounts on the books, even when orders are paid for in advance.

A manufacturer making a special knife for Boy Scouts can advertise in magazines that circulate almost exclusively among boys and sell enough knives to make a good business.

A packer of especially fine salt fish has built up a remarkably successful business selling fish direct to the consumer.

A manufacturer of cigars in Tampa, Florida, has built two large cigar factories and a very profitable business by mailing his advertising folders to business offices and selling his cigars direct to the consumer.

It is estimated that *just one* of the three great mail-order houses in Chicago does a business of close to one million dollars a working day, counting five working days to the week. About five years ago the Postmaster of New York City, where there are many mail-order houses, stated that there were a number of concerns in New York City that spent over $1,000,000 each per year for postage alone.

Some manufacturers organize their own jobbing outlets and then deal with the retail merchant through these outlets. Also, as we all know, the chain stores have their own jobbing and retailing outlets.

One merchant in New York City, who takes the output of several factories, established quite a number of stores and developed a remarkable business on the plea of selling direct from the factory and saving middlemen's profits. Yet there are a great many manufacturers who sell direct to the consumer without the aid of any store—using the mails exclusively.

However, Wrigley would never have made a success of the chewing-gum business if he did not have his product in every possible store in America and endeavor everlastingly to keep it there.

There are many possible roads to the market when an article is not in common every-day use. When it is, then the roads become few in number.

The manufacturer must decide whether he will depend entirely on his advertising to bring in the orders direct to him; or, whether he will use his advertising to get the jobber and retailer to stock his product and handle the consumer demand which the advertising will create.

The manufacturer and the merchant both allot their advertising appropriation on the amount of business and gross profit expected, basing their expectations either on past experience or on the amount of business done the previous year.

The next question, that always arises in any discussion of advertising, is: Who pays the cost of advertising? And, the answer is, that advertising that is properly done does not cost money, but, rather, saves money.

Where else in all the world can you get so much automobile for so little money? Yet, the men that work in automobile plants in America are the best-paid mechanics in the world. How much do you suppose it would cost to get a good-quality car if the manufacturer made only a few cars and did not know whether the demand would be for 100 cars or 100,000 cars? Take another extreme: Try to buy a cake of white floating soap made in any other country for the same price that you can buy soap of the same quality in America.

Does a uniform maximum volume of production reduce the price of an article? Ask any manufacturer how much he could reduce the price of an article if he could sell all that he could make of that article.

Let's take another angle: We will say that a manufacturer is making and selling 75,000 boys' suits on which he makes a net profit of $1 each, after all jobbers' and retailers' discounts and all factory costs and sales costs have been deducted. Instead of counting all his profit as really net, he counts $50,000 as net profit, and then counts the other $25,000 as business insurance, or profit insurance, and invests it in advertising.

By selecting the proper kinds of advertising and by analyzing the old market and the new market carefully, he uses his advertising expenditures in such a manner as to increase his sales from 75,000 to 85,000 or 100,000 boys' suits, which means that he has more money to spend for advertising or

more money to spend on making sure that his $50,000 net profit will be there at the end of the year, or he has more money to use for reducing the selling price of his boys' suits.

Money spent for advertising is really money spent to make the first sale of a product or to remind the buyers that they own a well-known advertised product.

Advertising really does not make the second sale of the same product to the same user; the product resells itself. Therefore, if the quality of the product is not as represented in the advertisements and the buyer of the product does not feel that he has received full value for the money, then each succeeding advertisement will be more costly; because the cost of making the first sale of a product is always the greatest cost. Profits and larger markets come from repeat orders. It is a short-sighted policy to figure otherwise.

Today, a reputable advertising agency will not accept the commission to prepare and place advertising for a product that does not have sufficient merit to cause a repeat sale to the initial buyer or cause initial buyers to creat additional sales among their neighbors.

Neither will a reputable advertising agency do national advertising for a product that does not have national distribution; that has not opened up the national trade channels so that a reader of the advertisement in Paris, Texas; Butte, Montana; or Madison, Connecticut, can obtain the product advertised without difficulty.

There have been cases where manufacturers of electrical products decided to put their advertisements in certain agricultural magazines which circulated mostly in territories where electrical power was not obtainable; but these magazines will now refuse such advertising, because today no reputable magazine will accept advertising that the publisher does not believe may be a success for the manufacturer of the product advertised.

From the local merchant with his newspaper advertisement to the giant railroad advertising its railroad service—thereby building good-will to defeat any ill-will that may be developed —the great problem is: What to say, how much to say, where to say it, and when is the best time to say it.

The merchant with a very small store and a very small amount of money to spend for advertising usually begins to advertise by having one of the men or women that solicit advertising for the local newspaper help him to prepare his advertising message.

As the merchant becomes more successful, the smaller advertising agency may handle the account for the merchant. It does not cost the merchant any more to buy his advertising space from an advertising agency than it would to buy it direct from the newspaper or magazine. The functioning of an advertising agency will be explained later.

The larger department stores usually employ one or more persons whose entire time is devoted to preparing the advertisements of these stores.

Few of the larger local stores use an advertising agency. But most of the specialty shops use either an agency or a part of the time of some special free-lance advertisement writer.

A great many young men and young women begin their careers as advertisement writers by having the local newspapers give them a commission on all the advertisements they prepare, and then they solicit and obtain the work of preparing the advertisements for many of the local stores.

A manufacturer making, say, just a certain kind of machines, used by a special class of buyers, and using only one or two trade or vocational magazines, often has the service department of the magazine prepare his advertisements.

Trade and vocational magazines usually maintain a few advertisement writers and artists, that prepare advertisements for manufacturers that should use or are using the magazine. This is done to make the advertising appropriations of the various manufacturers more efficient. Then the manufacturer will use more advertising space.

When manufacturers use many mediums, such as trade magazines of various kinds, general magazines, catalogs, bulletins, booklets, folders, etc., these manufacturers usually employ an advertising manager or a combination sales manager and advertising manager.

The duties of an advertising manager are to gather all the facts about the manufacturer's product or products, and keep

fully posted on all trade conditions in the market where the manufacturer and his competitors operate, and to study the relative value of all the various kinds of advertising and sales methods that might be used to reach economically the persons likely to buy such a product as the manufacturer offers.

The advertising manager's duties and salary are in proportion to the amount of money regularly invested in advertising. In large organizations the advertising manager has one or more assistants, as well as a large staff of detail clerks. In some companies the sales manager is really the sales and advertising manager, and this man's assistant does the work of the advertising manager. In other companies the president of the company writes and plans, or simply plans, all the advertising as well as the sales, and has both a sales manager and an advertising manager to follow out the plans.

Advertising is such an important part of hundreds of businesses that efficient advertising men or women often develop into high executive positions in the company. The personal qualities necessary for the successful management of an advertising appropriation, when given an opportunity to develop, often reveal the ability to manage some important part of the entire business or to assist the real manager of the whole organization.

Advertising properly done creates sales, and sales mean profits—under good management. The advertising manager has to know so much about a business that it is but a step from managing advertising and sales appropriations to managing the entire business, or branches thereof.

There are many different kinds of skill required in the broad field of general advertising and this condition has produced a certain amount of specialization.

An advertising man or woman, so called, may be a writer of advertisements, a structural designer of advertisements, an advertising artist, or an advertising solicitor; and a solicitor may be a solicitor of newspaper advertising space, trade magazine space, street-car space, billboard or painted-bulletin space, or general magazine space.

A writer of advertising may be a specialist on writing catalogs or booklets, on writing direct-return, mail-order adver-

tising, on advertising women's articles, on engineering appeals, or on writing and preparing all kinds of house publications that go to jobbers, retailers, and consumers.

Then there are advertising men and women that specialize on buying advertising space—contract men. These advertising men know the cost and relative value of the space in every newspaper and magazine in America.

A good salesman often makes an excellent writer of advertisements.

A good newspaper reporter often makes both a good writer of advertisements and a seller of advertising space.

A good imagination, based on sound merchandising principles, will nearly always make a man or woman a good designer of successful advertisements and plans.

Executive ability based on a sound merchandising sense makes a good advertising manager.

Those with the old-fashioned trader's sense of buying and selling make excellent contract men or women, when they have a real understanding of the tools of advertising.

Any person earning a living by doing any kind of advertising work is rightfully an advertising man or women; but that is only a part of the title. The next question is, what branch? Here is where the advertising agency comes in.

An advertising agency is an organization of writers, planners, illustrators, and constructors of all kinds of advertising for a number of advertisers, and also includes analyzers and buyers of all kinds of advertising space.

An advertising agency that passes the necessary requirements receives a commission of about 15 per cent. from the publishers of magazines and newspapers—a commission that cannot be obtained by the advertiser—a commission that the publishers consider partly as an expense for selling their space and partly as a payment to the agency for serving the advertiser's interest in such a manner as to promote his business and increase his good-will toward all advertising.

Therefore, it does not cost an advertiser any more to buy magazine or newspaper space through an advertising agency. Even on the purchase of the necessary drawings and engravings, which are billed to the advertiser at 15 per cent. above

the net cost, this gross price is less than the advertiser could obtain by dealing direct, because an agency buys for many advertisers and gets the volume discount.

It is a fact, however, that many department stores, which have their own large staff of advertisement men and women, get a below-average rate on the space they use, even when dealing direct with the newspapers; but these concessions are made primarily because of the large amount of space taken on yearly contract.

The medium-size to large manufacturer has not only an advertising manager, or advertising department in charge of an advertising manager, but also employs an advertising agency.

The advertising manager is in the plant, where he studies all the trade developments and the product in the making, as well as the many kinds of advertising and sales methods.

The manufacturer uses the advertising agency in addition to his own adertising department, because few manufacturers could afford to employ all the specialized talent, or even be able to use all of it, on any one advertising problem.

There are several thousand advertising agencies in America, ranging in size from one or two men to several hundred men and women. About three hundred of these larger agencies handle, plan, prepare, and buy about $250,000,000 worth of magazine and newspaper space every year.

Outdoor signs and bulletins, as well as street-car cards, are usually bought by the advertiser direct. Yet there are advertising agencies that have specialists in these lines and handle such work for the advertiser and receive a commission from the sellers of the space. About $30,000,000 is spent anuually for painted outdoor signs and posted lithographed advertising.

General advertising has shown a steady growth for the last 25 years, because good advertising pays in many ways. In 1920, reliable sources estimated that over $1,200,000,000 was spent yearly for all kinds of advertising in America. The amount grows larger every year. The number of advertisers does not increase as fast as the amount spent in advertising.

No business calls for so many different kinds of talent as that of planning, producing, and placing of efficient advertisements. And no business is more ready to reward real merit.

Advertising writers receive from $3,000 a year up. Some earn, on salary, as much as $20,000 a year. A few men that sell advertising space earn as high as $25,000 a year. Men and women who study markets and know how to apply the proper advertising methods to win the markets receive very large salaries—and they are worth it. Everything that is made must be sold. The highest priced salesman is usually the cheapest. So with advertising.

To take an advertising appropriation and so select all the factors as to make the advertising do what it was aimed to do, is a complex proposition, and the manager that can do the supervising, and the specialists that hold up his or her hands, are well paid—paid in proportion to how well they know their own specialty, how well they know the underlying fundamentals of selling as well as advertising, and how well they know modern merchandising and modern business methods; for advertising is the greatest business force in America, and touches the lives of every one to a greater or lesser degree.

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Advertising....

JAN 11 1957 Raffi G. Kutnerian
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